
From: Loop, Travis
To: Holsman, Marianne
CC: Waye, Don; Bravo, Antonio; Hall, Lynda; Wall, Tom; Bonanno, Gale
Sent: 1/15/2015 4:06:21 PM
Subject: Re: Attn Travis & Antonio - Rolling Out Communications Plan for a Settlement Agreement Action on Jan. 30 - Oregon CZARA/Coastal Nonpoint Program

Thanks to you both for the updates. Will follow along as this comes together and keep OW leadership updated.

Travis Loop
Communications Director for Water
U.S. Environmental Protection Agency
Phone: 202-870-6922

On Jan 15, 2015, at 3:56 PM, Holsman, Marianne <Holsman.Marianne@epa.gov> wrote:

Thanks Don. I just had call this morning w/NOAA re: the roll out plan and joint release. The latest discussion of timing is possibly issuing the release either on Jan. 30 or Feb. 1. We are planning to do congressional staff briefings the week of January 26. Our RA and NOAA's regional head have been working closely with the state on this. I know our RA has also made sure the Administrator and others are aware as well.

Let me know if anyone has any questions.

Marianne

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From: Waye, Don
Sent: Thursday, January 15, 2015 12:53 PM
To: Loop, Travis; Bravo, Antonio
Cc: Holsman, Marianne; Hall, Lynda; Wall, Tom; Bonanno, Gale
Subject: Attn Travis & Antonio - Rolling Out Communications Plan for a Settlement Agreement Action on Jan. 30 - Oregon CZARA/Coastal Nonpoint Program

Travis and Antonio,

This is a heads-up that we are preparing to roll out a coordinated communications strategy with regard to an action that NOAA and EPA are taking jointly to comply with the terms of a settlement agreement. The action involves making a decision on the federal approvability of Oregon's Coastal Nonpoint Program by January 30th. Importantly, the decision-maker for this action is Region 10 RA, Dennis McLerran. So we are planning to coordinate with Marianne Holsman (cc'd here).

Since the last specific details are still being finalized by our management now, we do not quite yet have a final communications strategy for you. However, we expect to finalize the strategy and a joint NOAA-EPA press release by sometime (early?) next week and will share it with you then. We are following NOAA's communications rollout template/format that worked well for a similar related joint agency action from December 2013.

I am providing more specifics about this action in the form of the OW Press Planner blurb we sent out early last November and the attached brief talking points I just sent to OWOW's I/O.

Please let me know if you need anything else at this point, with the understanding that there is more to come soon.

Thanks.

From 11/3/14...

OFFICE OF WATER PRESS PLANNER

Mid-January through early February 2015

Notice of Final Decision Finding that Oregon has Failed to Submit an Approvable Coastal Nonpoint Program

Communications plan: Cabinet report, joint letter to Oregon, desk statement, joint news release with NOAA, link to NOAA website with response to public comments and bases for decision finding, joint talking points, briefing for Oregon's Congressional delegation/staff

Description: To comply with a settlement agreement with the Northwest Environmental Advocates (NWEA), on January 30, 2015, NOAA and EPA will notify Oregon of the agencies' final decision finding that Oregon has failed to submit an approvable Coastal Nonpoint Program. The agencies will also work with the Department of Justice (DOJ) to inform NWEA. NOAA and EPA will jointly publish a Federal Register Notice (FRN) announcing this decision during the first week of February. In December 2013, NOAA and EPA announced our intent to find that Oregon has failed to submit a fully approvable coastal nonpoint program in the Federal Register for a 90-day public comment period. The agencies carefully considered all public comments received during the public comment period, as well as additional information provided by Oregon, prior to making this final determination about Oregon's Coastal Nonpoint Program.

Don Waye

U.S. EPA - Nonpoint Source Control Branch

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